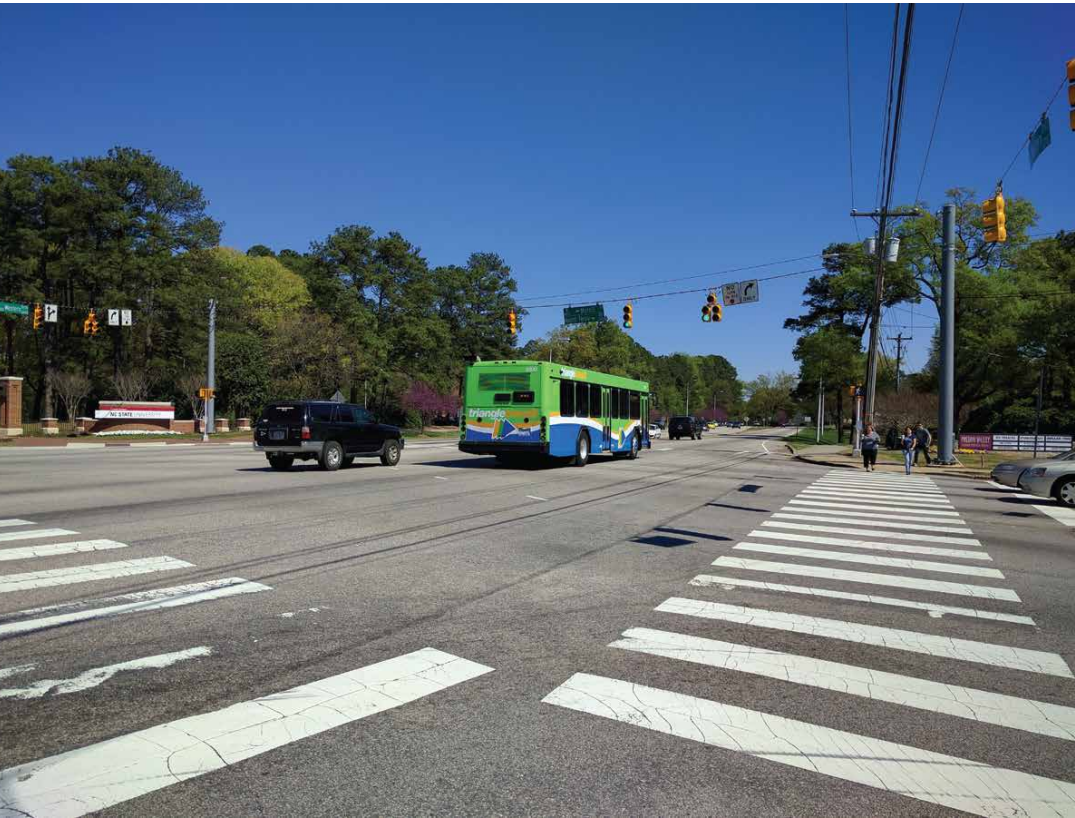


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JULY, 2016





AVENT FERRY SHOPPING CENTER

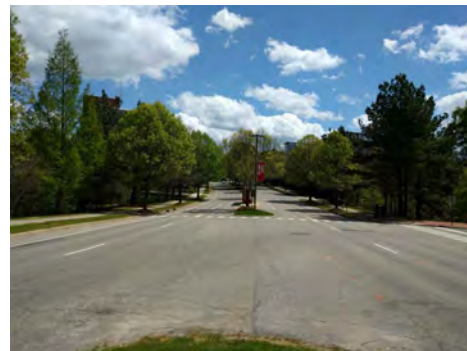


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- 2. Workshop Attendees**
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- 5. Opportunities and Assets**
- 6. Results and Recommendations.....**
- 7. Appendix**

VISIONING WORKSHOP

OBJECTIVE

The objective of the Avent Ferry Road Visioning Workshop was to develop a vision for the character of the public realm and adjacent land uses into the future. The information gathered in preparation for and during the workshop will provide a framework of data, observations, and community input that will be used to generate momentum toward a corridor study to begin in the fall of 2016.

OUTCOME

The outcome of the workshop is intended to provide a documented vision for the corridor area and summary report that will be used to help generate funding for a more detailed study.

BRIEFING BOOK

This Briefing Book is a document compiled prior to the Visioning Workshop that contains basic information regarding the intent and process of a corridor study along with maps depicting physical characteristics and character photographs. It is intended to provide the project team and stakeholders with the information necessary to make informed decisions and to participate in meaningful dialogue around the issues affecting the study area.

The briefing book does not contain a list of issues, analysis of data, or recommendations for physical improvements for the study area. This report incorporates analysis of the data to be incorporated later in the Corridor Study process.

WHAT ARE THE GOALS OF A CORRIDOR STUDY?

When a particular area or corridor within the city limits is identified as a location for additional study, City Council directs City Planning staff to initiate an Area or Corridor Study to clarify, provide further detail, or to provide more in-depth analysis of the implications of proposed policy changes to an area.

Generally, the goals of a Corridor Study seek to:

- Involve the community in developing a long-term vision for that corridor
- Define policies and actions that will guide how the corridor should be maintained or changed in the future
- Identify future land uses in an overall community wide context
- Recommend future infrastructure improvements to sidewalks and the street network
- Provide urban design guidance
- Provide implementation guidance for private and public investments and strategies that should be pursued to realize the vision for the corridor

A Corridor Study will lead to a series of recommendations which will be presented to City Council. The recommendations of a Corridor Study may take the form of:

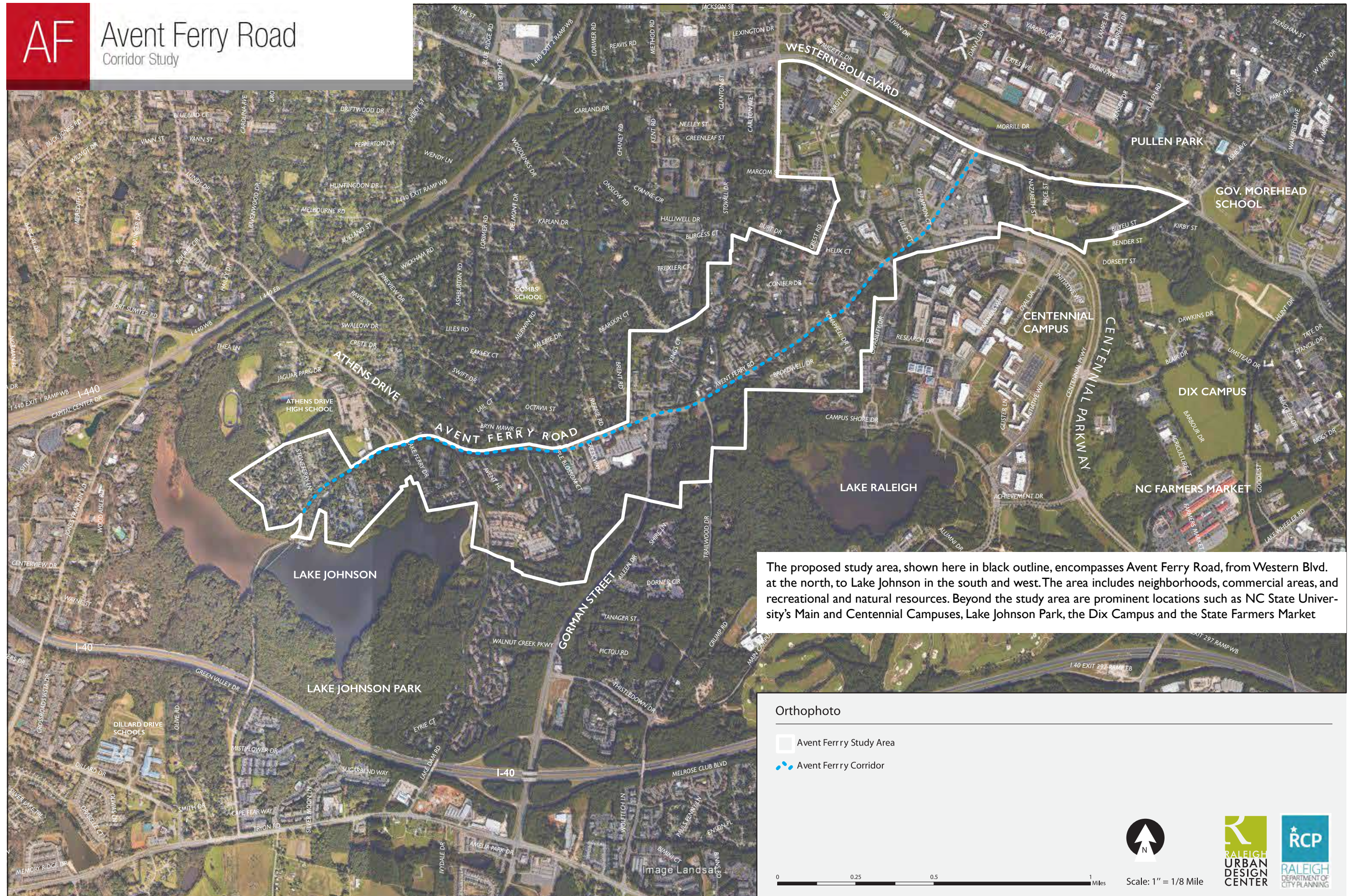
- Land use amendments
- Zoning amendments
- Plans for Open Space
- Updates to the Street Plan Map
- Updates to the Greenway Map
- Future Transportation Studies & Projects
- Capital Projects
- Renderings and Sketches depicting urban design guidelines
- Items requiring further study

WHAT ARE THE GOALS OF A CORRIDOR STUDY?

The backbone of any planning process includes frequent engagement of the community. The City uses a variety of channels to engage the community and collect feedback during the various stages of the process.

- Some of those methods include:
- Visioning Workshop
- Citizen Advisory Council Presentation(s)
- Project Kick-Off Workshop
- Stakeholder Meetings
- Citizen Workshop(s)
- Presentations to Commissions and City Council
- Project Website
- Citizen Survey(s)
- Community ‘Newsletters’
- Draft Plan Review/ Public Comment Period

The corridor planning process begins with crafting a vision and setting goals for the study, along with collecting the necessary data. An inventory and detailed analysis of the data and goals then is undertaken. Based on the analysis, design alternatives are developed and vetted. From those alternatives, a set of recommendations, such as the ones listed above, is selected to go forward for adoption by City Council. Once the corridor study is adopted, implementation can begin and take the form of updates to City policy documents and ordinances, capital project funding and construction, and/or additional studies.



WORKSHOP SUMMARY

Special thanks to City Councillor Kay Crowder for her support and attendance

CITY STAFF

- Ken Bowers,AICP, Director, Raleigh Department of City Planning

Roberta Fox,AIA,ASLA,Assistant Manager, Design and Planning

Carter Pettibone,AICP, Project Manager

Charles Dillard

Dhanya Sandeep,AICP

Trisha Hasch

Beth Nooe
- Leslie Bartlebaugh

Jason Myers,AICP

Bowman Kelly, PE, PTOE

TJ McCourt

Brandie Crawford

Brandon Watson

WORKSHOP ATTENDEES

- Sarah Anderson

Carla Akuce

Johnny Beal

Ellen Bean

Tim Blair

Mitch Eaton

Carolyn Edmonds

Tim Freeman

Tina Govan

Joe Hartman

Kinny Hartman

John W. Hinshaw

Will Hooker

Liz Hubbe

Lisa Johnson

Mike Kennon
- William Kimler

Kathy Lajana

Nicholas Mayhew

Rebecca Mayhew

Brandon Moore

Anthony Mwangi Mwambui

Jo Nerhood

Priscilla Peace

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Cathy Reeve

Karen Rindge

Jim Richardson

Tom Skolnicki

Jay Smith

Nicole Steele

Susan Sternberger
- Jenny Stewart

Dave Toms

Timothy Tresohlany

Judith Valerie

Kate Van Vast

Ben Wells

Art Wesche

Fangshou Xie

Kathryn Zeringwe



DRAFT VISION DOCUMENT



WORKSHOP SUMMARY

INTRODUCTION

On Saturday, April 9, 2016, over 40 community members joined City of Raleigh Staff from the Departments of City Planning, Parks Recreation and Cultural Resources, and Public Works for an Avent Ferry Corridor Study Visioning Workshop at the McKimmon Center at North Carolina State University.

After introductory presentations by Roberta Fox and Carter Pettibone, of the Urban Design Center, attendees broke out into table groups for facilitated discussion using a series of maps generated by City Staff. Attendees were tasked with identifying key assets, issues, and opportunities, including “quick fixes,” that they see in the Avent Ferry area, as well as potential adjustments to the study area boundary. Following these break-out table discussions, each table presented their findings to the entire group. Those findings form the basis for this Visioning Document.

ASSETS

The Avent Ferry Corridor community benefits from a number of key assets that will serve as a strong foundation for future planning decisions within the Corridor Study Area:

- Dorothea Dix Campus (Future City Park)
- Lake Johnson
- North Carolina State Farmer’s Market
- Local business owners
- Capital Area Greenway
- Mission Valley Shopping Center
- North Carolina State University
- Cathedral of the Roman Catholic Diocese of Raleigh
- Area Parks and Open Space
- Trees and the Urban Canopy
- Ethnic and Age Diversity
- Cup-a-Joe (Local café)
- Movie Theater at Mission Valley
- Public Transit

ISSUES

Workshop participants generated a list of Issues – problem areas or weaknesses – that will need to be addressed in the Corridor Study. Issues are categorized according to the five Themes.

- Roadways
- Transit
- Land Use and Development
- Parks and Open Space
- Other

Roadway:

- Poor Maintenance
- Uneven Surfaces
- Too many curb cuts between Western Blvd. and Centennial Pkwy.
- Narrow Sidewalks
- Traffic congestion
- Dangerous bicycling conditions
- High Speed Limit
- Problem Intersections:
 - Western Blvd. and Pullen Rd.
 - Varsity Dr. and Avent Ferry Rd.
 - Stoneferry Lane and Avent Ferry Rd.
 - Athens Dr. and Avent Ferry Rd.
 - Oaks Dr. and Avent Ferry Rd.
- Lack of pedestrian amenities between Tryon Rd. and Athens Dr.
- Lack of left turns between Athens Dr. and Lake Johnson Bridge
- Lack of crosswalks and pedestrian refuge islands/medians
- Lack of continuity of Avent Ferry Rd. bicycle lanes

Transit:

- Lack of bus bump-outs
- Bus stops are dispersed, not consolidated

ISSUES *cont.*

Land Use and Development:

- Redesign Mission Valley entrance at Western Blvd.
- No continuity/character among building types

Parks and Open Space:

- Lack of pedestrian amenities to and from Lake Johnson Park
- Traffic bottleneck at Lake Johnson bridge
- Inadequate parking at Lake Johnson Park

Miscellaneous:

- Flooding at low points:
- Lake Johnson
- Avent Ferry Rd. between Gorman St. and Chappell Drive
- Public safety concerns at Avent Ferry Shopping Center

WORKSHOP SUMMARY

OPPORTUNITIES

Workshop participants then identified a list of Opportunities – asset-based planning ideas or new visions for the corridor and community. In addition to the five Issues themes above, an additional category of Opportunities was identified during the Visioning Workshop.

Roadway - Automobiles:

- Traffic calming
- Create an identity – tree-lined boulevard
- Green median throughout Avent Ferry corridor
- Road diet (reduced lanes, added bicycle/pedestrian amenities)
- Improve left turns onto Gorman
- Provide protected left turn at Varsity

Roadway - Pedestrian Amenities

- Provide crosswalk just south of Lake Johnson bridge
- Provide pedestrian connection from Kentwood Park to Lake Raleigh
- Improve mid-block crossing at Centennial Parkway
- Improve pedestrian access for residents living south of Lake Johnson
- Provide crosswalks at and along Athens Drive
- Widen sidewalks throughout corridor

Roadway - Bicycle Amenities:

- Enhance bicycle connection to Tryon Road
- Improve bicycle connections to surrounding neighborhoods
- Improve Greenway along Western Blvd.
- Provide protected bicycle lanes on Avent Ferry Rd.
- Provide bicycle lanes along Initiative Way
- Connect residences at Lilley Ct. to Greenway via protected bike lanes
- Remove unused bicycle lanes

OPPORTUNITIES *cont.*

Transit:

- Explore opportunity for Bus Rapid Transit on Avent Ferry Rd and Western Blvd.
- Include bus stops and system upgrades in ongoing infrastructure projects
- Provide bicycle racks on buses
- Enhance bus facilities (covered shelters and bus bump-outs)

Land Use and Development:

- Build Tall
- Promote taller development at northern end of Avent Ferry Rd.
- Promote mid-rise housing (3-6 stories)
- Capitalize on Cathedral site
- Build dense, compact, pedestrian-friendly environments
- Promote mixed-use development
- Improve relationship of development to street
- Promote development close to street
- Improve and expand Mission Valley Shopping Center
- Redevelop older shopping centers
- Redevelop older residential sites as mixed-use development
- Prohibit parking between buildings and Avent Ferry Rd.
- Promote affordable housing options in future developments

Parks and Open Space:

- Improve directional signage for Lake Johnson parking areas
- Complete Greenway
- Improve neighborhood connections to Greenway
- Create new public parks
- Enhance park entrances
- Provide additional public playgrounds for area children
- Traffic bottleneck at Lake Johnson bridge
- Inadequate parking at Lake Johnson Park

QUICK FIXES

Quick Fixes are planning opportunities that workshop participants identified as being implementable in a shorter time frame. These ideas could serve as catalysts for longer-term planning initiatives.

- Complete ongoing bridge projects
- Consolidate bus stops at Varsity Dr. and Avent Ferry Rd.
- Improve road striping at Merrie Rd. intersection
- Create Corridor web site to educate community
- Simplify signage throughout corridor
- Improve stormwater drainage from Avent Ferry Rd. to Centennial Campus
- Improve transit stops and provide bus shelters
- Reduce Speed Limits
- Create Community Service Corporation
- Create Corridor branding campaign
- Promote healthier food options
- Provide automatic pedestrian signals
- Provide additional crosswalks

STUDY AREA BOUNDARY

Participants also proposed additions to the draft study area boundary to include adjacent areas that are seen as needing focused planning efforts.

- Extend boundary to Tryon Road
- Include Athens Drive High School and Library in study area
- Include the Kirby-Bilyeu neighborhood in study area

WEB SURVEY

ONLINE PUBLIC INPUT

To coincide with the Visioning Workshop, the Department of City Planning published an online survey seeking additional public input. Three questions were posed prior to the Workshop:

- How do you use Avent Ferry Road?
- How do you typically travel on Avent Ferry Road?
- What would you like to see along Avent Ferry Road?

Four additional questions were posed after the Visioning Workshop. The following seven questions were posed online:

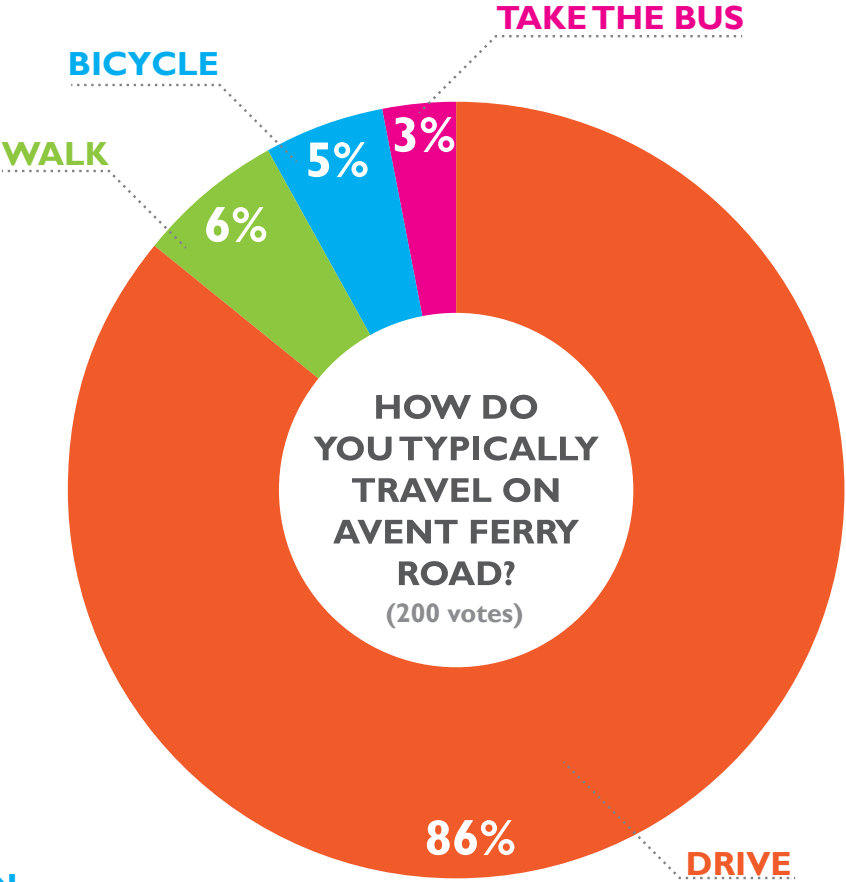
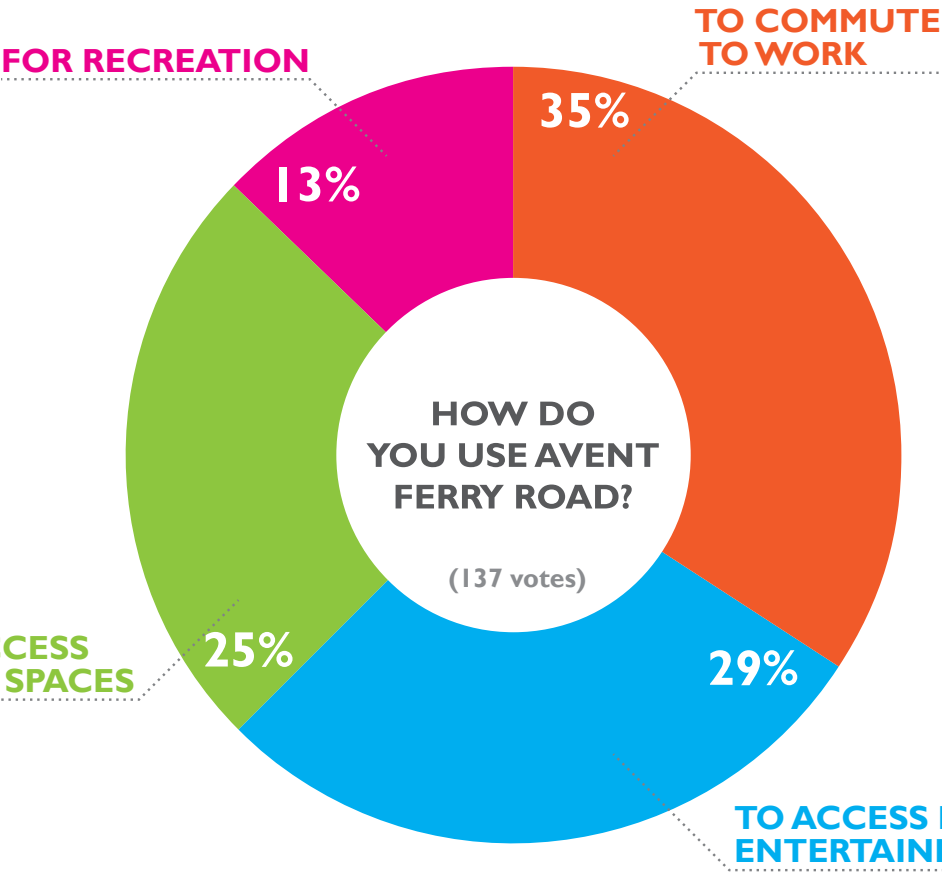
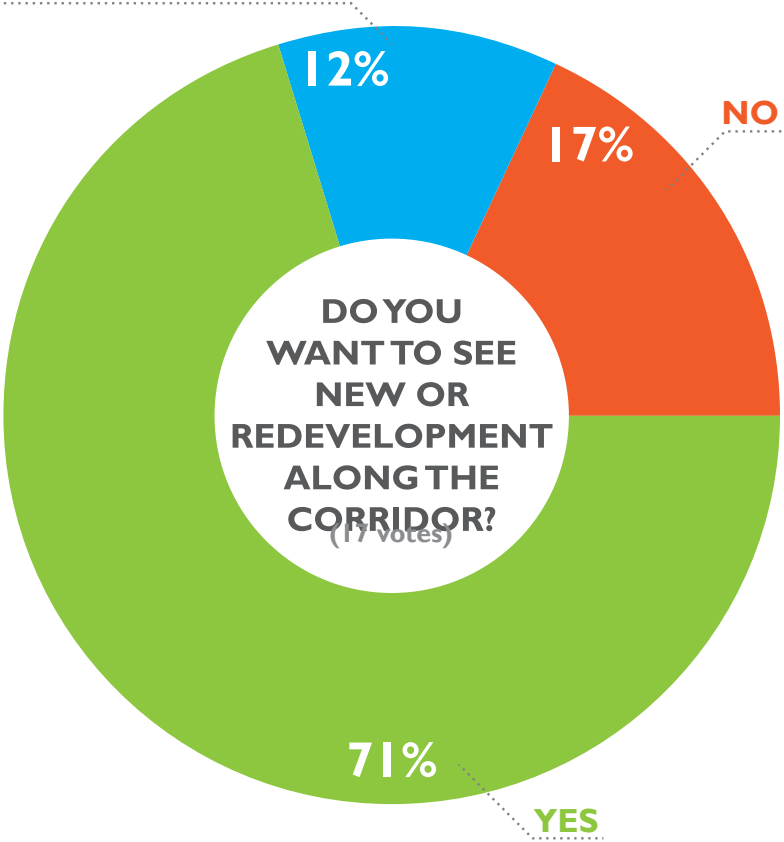
- What is the cool stuff you want to keep along Avent Ferry Road?
- What are some quick fixes that could be done right away to improve the area?
- What are the big issues that need to be fixed along the corridor?
- Do you want to see new or redevelopment along the corridor?

Following the close of the public comment period, City Staff collected the results and incorporated them into the comprehensive comments map on page 10.



Varsity Drive

MAYBE
(IF IT'S THE RIGHT FIT)



WEB SURVEY

WHAT ARE SOME QUICK FIXES THAT COULD BE DONE RIGHT AWAY TO IMPROVE THE AREA?



- BIKE LANES
- REDUCE SPEED LIMIT
- INCREASED SPEED LIMIT ENFORCEMENT
- MORE CROSSWALKS
- PLANTED MEDIAN/ROAD DIET
- CREATE A COMMUNITY IMPROVEMENT DISTRICT
- CREATE BRANDING FOR AREA
- MURAL PROGRAM
- WIDEN SIDEWALKS
- WIDEN AVENT FERRY NEAR ATHENS DRIVE HIGH SCHOOL
- REPAVE SURFACE

(14 RESPONSES)

WHAT ARE THE BIG ISSUES THAT NEED TO BE FIXED ALONG THE CORRIDOR?



- IMPROVE PEDESTRIAN AND CYCLING SAFETY
- ENCOURAGE MIXED-USE, URBAN DEVELOPMENT
- INSTALL BUS BUMP-OUTS
- IMPROVE TRANSIT FUNCTIONALITY
- SLOW CAR TRAFFIC
- MAKE AREA MORE BIKEABLE
- REDUCE ROAD WIDTH
- REDUCE AMOUNT OF IMPERVIOUS SURFACE
- ENCOURAGE WALKING, CYCLING AND TRANSIT
- BEAUTIFY THE AREA
- PRESERVE TREE CANOPY AND NATURAL AREAS
- IMPROVE MAINTENANCE AND SAFETY IN COMMERCIAL AREAS

(9 RESPONSES)

WHAT IS THE COOL STUFF YOU WANT TO KEEP ALONG AVENT FERRY ROAD?



(16 RESPONSES)

WHAT WOULD YOU LIKE TO SEE ALONG AVENT FERRY ROAD?



(89 RESPONSES)

APPENDIX

The appendix contains the comments and maps generated by the various break-out tables at the visioning workshop.

TABLE I

ASSETS

- Mission Valley Shopping Center

ISSUES

- Unsafe cycling conditions for high school/NCSU students
- Traffic congestion related to school at Athens Drive
- Athens Drive - Avent Ferry intersection is unsafe
- Insufficient parking for library users
- Lack of crosswalks
- Avent Ferry Road is too wide
- Trailwood Dr. widening not recommended
- Excessive student housing - empty beds on NCSU campus
- Retain left turn off Pullen Rd.
- Varsity Dr. intersection is unsafe, difficult to cross
- Athens Dr. is difficult to navigate

OPPORTUNITIES

- Improve connection to and from Merrie Rd.
- Road Diet
- Provide crosswalk at Centennial Pkwy intersection
- Provide student housing at Centennial Campus
- Promote mixed-use development at NCSU Spring Hill
- Promote affordable housing on Lake Wheeler Rd.
- Improve walkability
- Install pedestrian islands/medians on Avent Ferry Rd.
- Traffic calming to address speeding
- Provide bus bump-outs
- Complete Greenway and connect to Centennial campus

OPPORTUNITIES *cont.*

- Widen sidewalks
- Provide protected bike lanes on Avent Ferry Rd.
- Provide affordable housing at NCSU Spring Hill
- Integrate market-rate faculty housing on NCSU campus
- Consolidate bus stops
- Improve ADA accessibility at north end of Avent Ferry Rd.

QUICK FIXES

- Create a Corridor area website

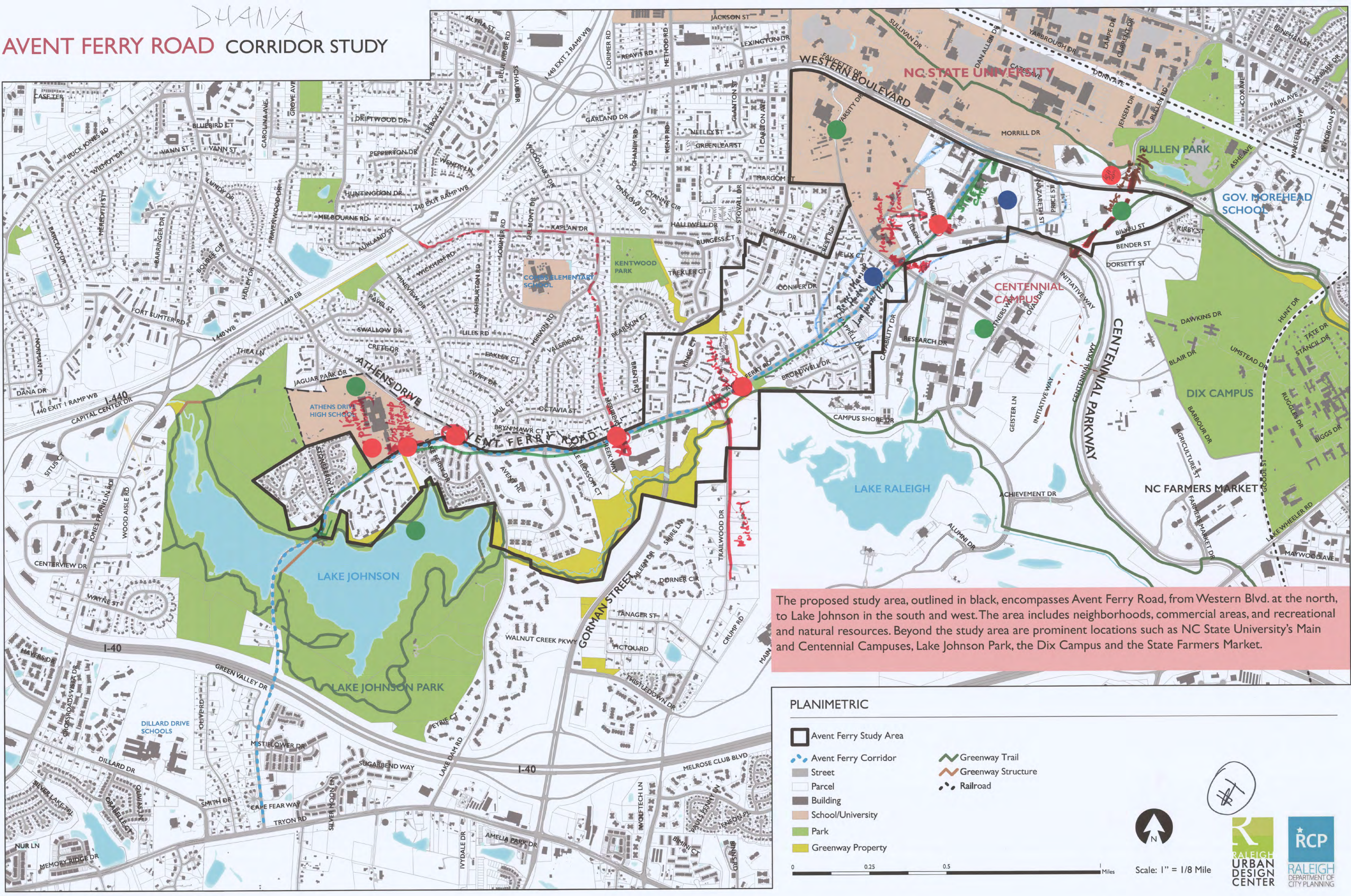
STUDY AREA BOUNDARY

- Extend boundary to include Athens Dr. High School

AVENT FERRY @ CENTENNIAL PARKWAY



TABLE I MAP



APPENDIX

TABLE 2

ASSETS

- Dorothea Dix Campus/Park
- Lake Johnson
- Farmers Market
- Phillips 66 business owner

ISSUES

- Unsafe cycling conditions
- Too many cars
- Too many curb cuts
- Speed Limit is too high on Avent Ferry Rd.
- Lack of bus bump-outs slows and congests traffic
- Narrow sidewalks
- Intersection at Pullen Rd. and Western Blvd
- Mission Valley entrance at Western Blvd is poorly designed
- Inadequate parking at Lake Johnson Park

OPPORTUNITIES

- Celebrate connection to Dix Campus/Park
- Enhance connection to Farmers Market
- Greenway Connections
 - Trailwood Drive
 - Lake Raleigh to Dix Campus/Park
 - Kentwood Park
- Traffic calming
- Enhance bicycle and pedestrian connection to Tryon Rd.
- Provide bus shelter and bus bump-outs
- Improve bicycle access to surrounding neighborhoods
- Improve relationship of shopping centers to streets so centers feel less like a back door
- Promote pedestrian-friendly development
- Create a tree-lined boulevard identity for Avent Ferry Rd.

QUICK FIXES

- Improve Greenway conditions north of Western near Pullen Rd.
- Simplify signage

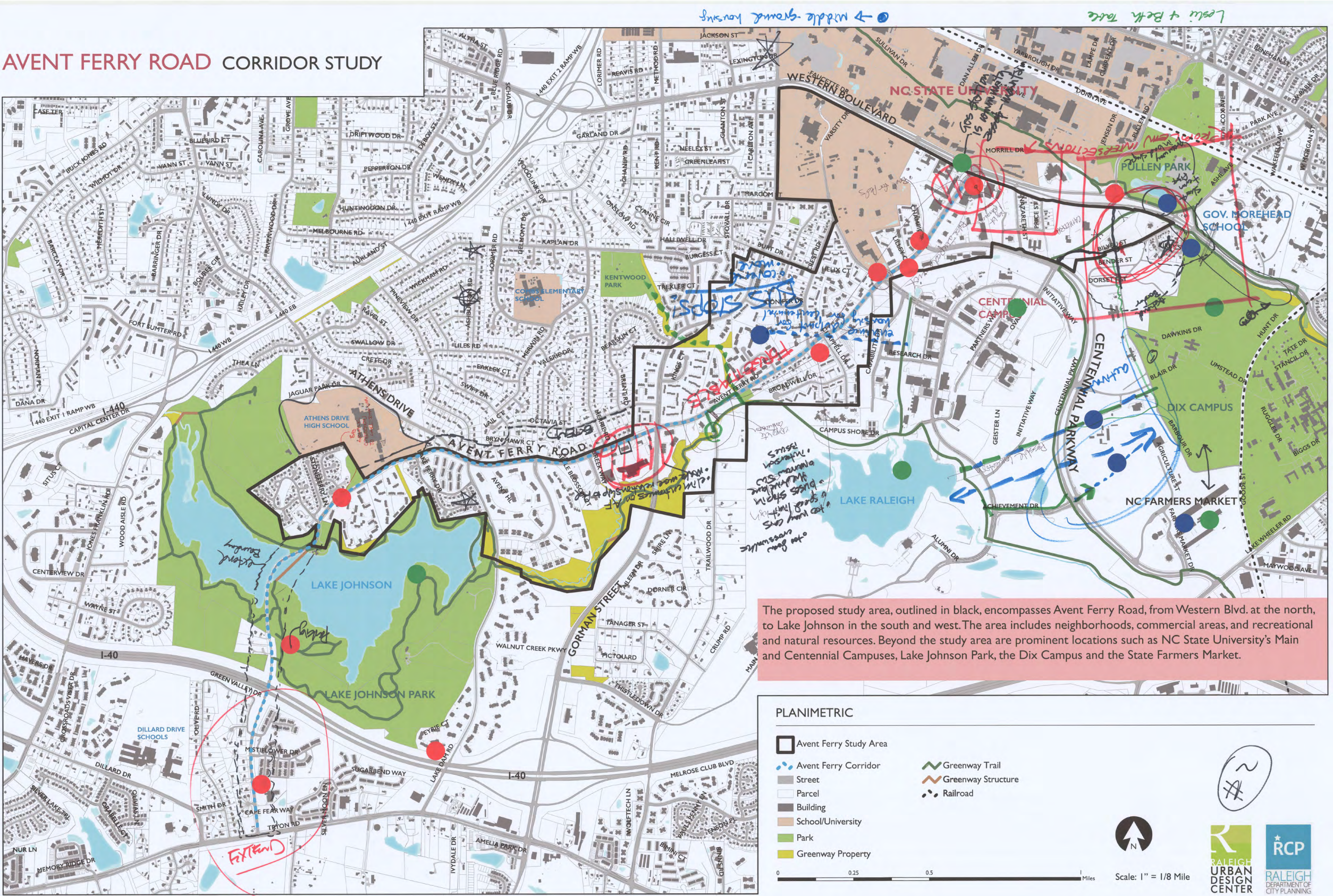
STUDY AREA BOUNDARY

- Extend boundary to Tryon Rd.
- Extend at least one property deep between Athens Dr. High School and Gorman Street, north of Avent Ferry Rd.

AVENT FERRY @ CENTENNIAL PARKWAY



TABLE 2 MAP



APPENDIX

TABLE 3

ISSUES

- Roadway is poorly designed
- Transit
- Land Use
- Parks
- Retail services
- Pullen Rd. and Blair Rd. are important for traffic movement
- Floodplain is a development constraint

OPPORTUNITIES

- Improve roadway functionality
- Improve medians
- Develop more roadways into Centennial Campus
- Bicyclists coast too fast down, climb too slowly up Avent Ferry Rd.
- Keep pedestrian amenities to the south side of Avent Ferry Rd.
- Consolidate bus stops
- Opportunity for Bus Rapid Transit on Avent Ferry Rd.
- Include bus stops/system enhancements in ongoing infrastructure projects
- Most development potential at Western Blvd. and Varsity Dr.
- Develop Mission Valley commercial offerings
- Northern end of Avent Ferry Rd. can accommodate taller buildings
- Complete Greenway and connect to residential neighborhoods

QUICK FIXES

- Consolidate bus stops at Varsity Dr. and Avent Ferry Rd.
- Provide sidewalks and crosswalks along Athens Dr.
- Improve road striping at Merrie Rd.
- Educate users via a Corridor website.

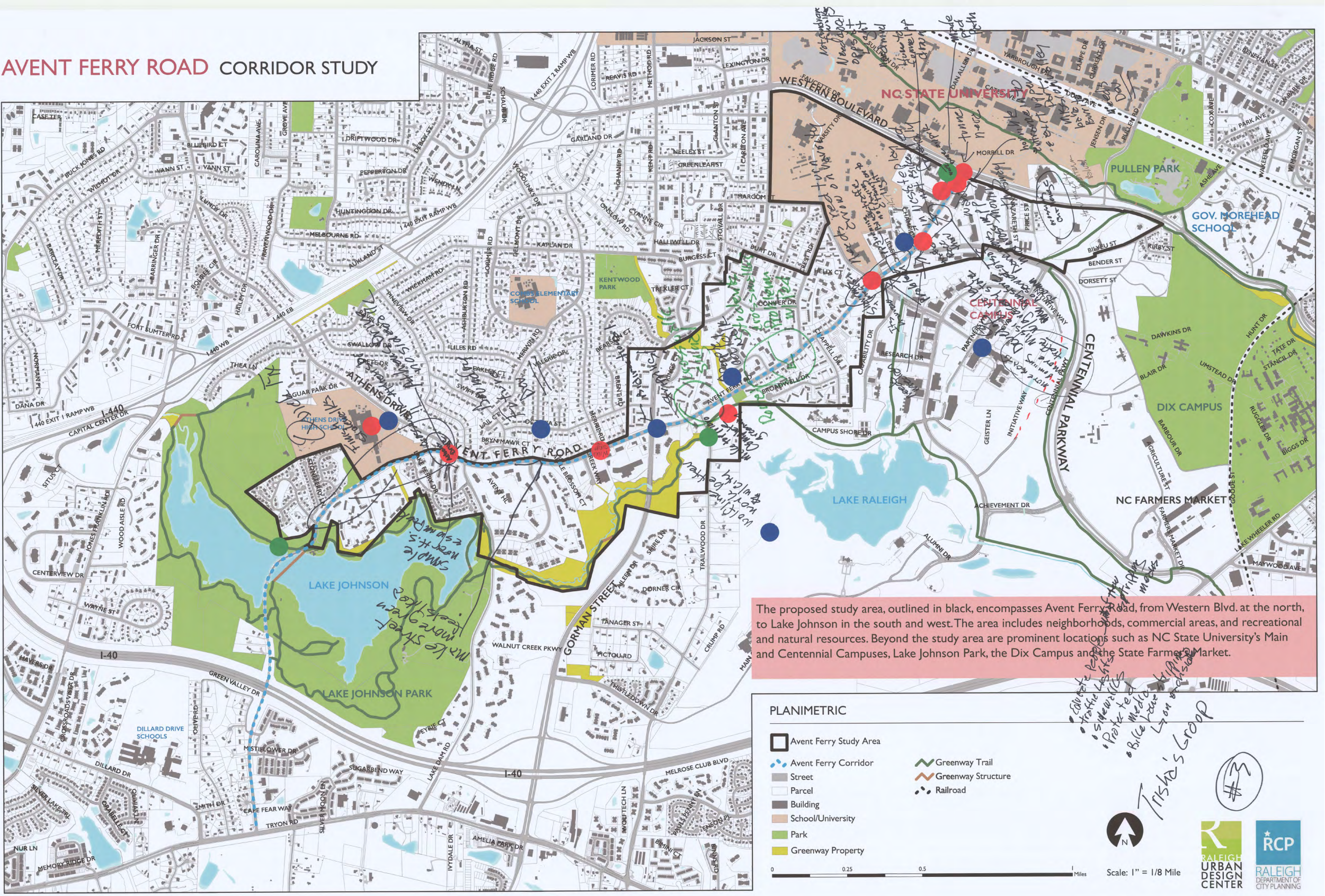


DRAFT VISION DOCUMENT

MISSION VALLEY SHOPPING CENTER



TABLE 3 MAP



APPENDIX

TABLE 4

ASSETS

- North Carolina State University
- New Cathedral
- Movie Theater
- Kentwood Park
- Avent Ferry Shopping Center
- Transit Options
- Lake Raleigh
- Lake Johnson Park and pedestrian bridge
- Low-Density uses are good for some areas

ISSUES

- Older student housing is
- Sidewalks are reaching end of life-span
- Topography is development constraint
- Gorman St. intersection is dangerous
- Floodplain
- No signal at Crab Orchard Dr. - dangerous
- Traffic at Athens Dr. High School

OPPORTUNITIES

- Redevelop Mission Valley Shopping Center
- Redesign Varsity Dr. intersection
- Capitalize on new Dix Park
- Retain student population along Avent Ferry
- Complete Greenway
- Redevelop and upgrade housing on Gorman St. north of Avent Ferry
- Redevelop Avent Ferry Shopping Center
- Complete streetscape near Oaks Dr.

QUICK FIXES

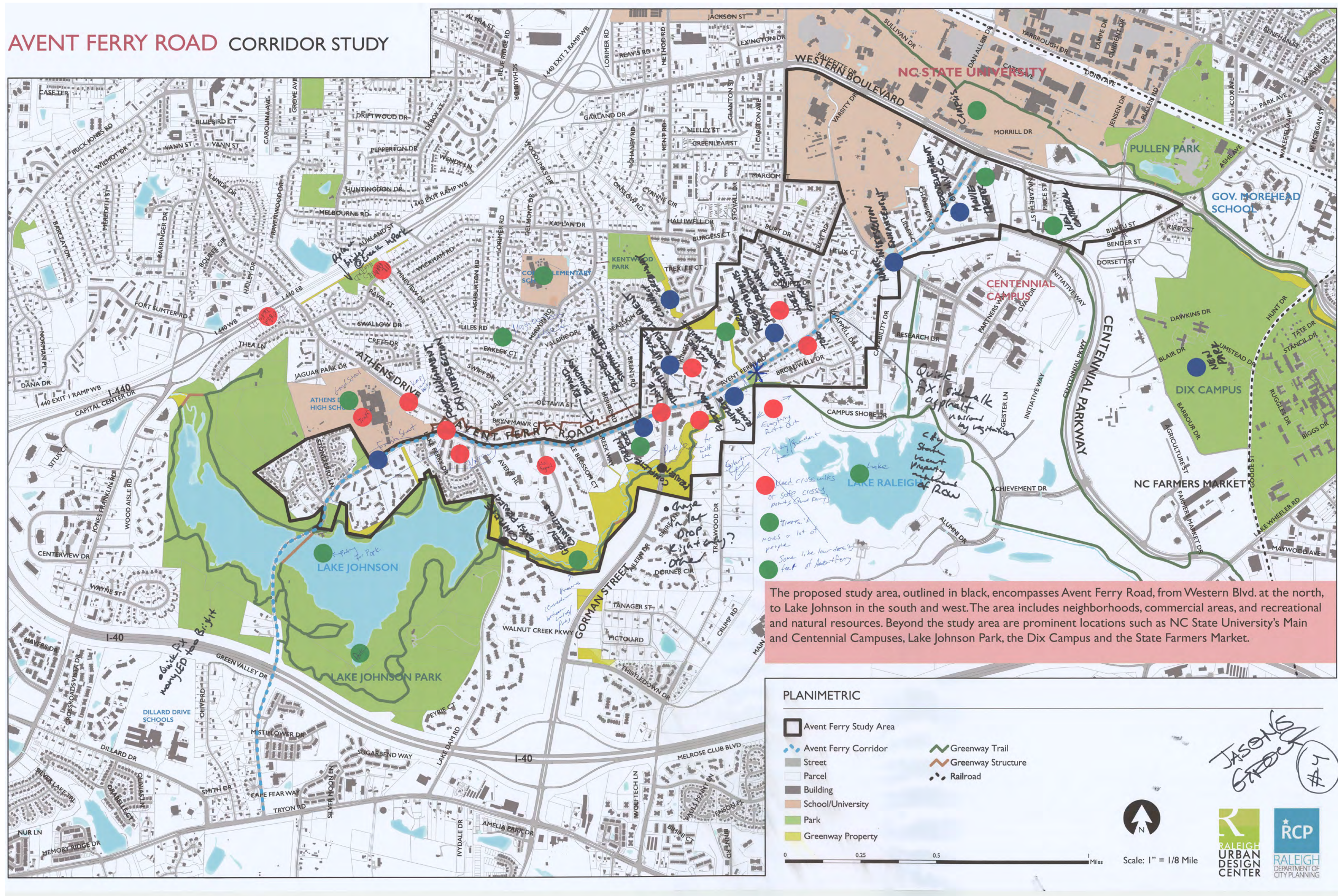
- Maintain vegetation along sidewalks
- Re-surface sidewalks and road
- Reduce LED streetlight brightness

STUDY AREA BOUNDARY

- Extend at least one property deep between Athens Dr. High School and Gorman Street, north of Avent Ferry Rd.

HOUSING ON AVENT FERRY ROAD





APPENDIX

TABLE 5

ASSETS

- Green character near Lake Johnson
- Avent Ferry Shopping Center
- Open Spaces - Lake Raleigh and Lake Johnson
- Greenway
- Mission Valley Shopping Center
- 5-lane street section is unsafe and poorly designed

ISSUES

- Mission Valley is outdated
- Too many curb cuts
- Outdated housing
- Development has poor relationship to street

OPPORTUNITIES

- Create sub-districts with unique branding:
 - Tryon District
 - Lake Johnson/Athens Drive District
 - Avent Ferry Shopping Center District
 - Centennial District
 - Mission Valley District
- Promote high-density mixed use development
- Enhance bicycle access to Dix Campus/Park
- Maintain bike lanes on Avent Ferry Rd.
- Redevelop student-oriented housing in higher density fashion
- Redevelop Avent Ferry Shopping Center with high-density mixed use projects to take advantage of transit
- Install bus-bump-outs
- Extend Blair Rd. to enhance connection to Dix/Spring Hill

QUICK FIXES

- Clarify and simplify road striping neare Merrie Rd.

STUDY AREA BOUNDARY

- Extend boundary south to Tryon Rd., including neighborhoods on either side of Avent Ferry Rd.

AVENT FERRY ROAD STREETScape



DRAFT VISION DOCUMENT

TABLE 5 MAP

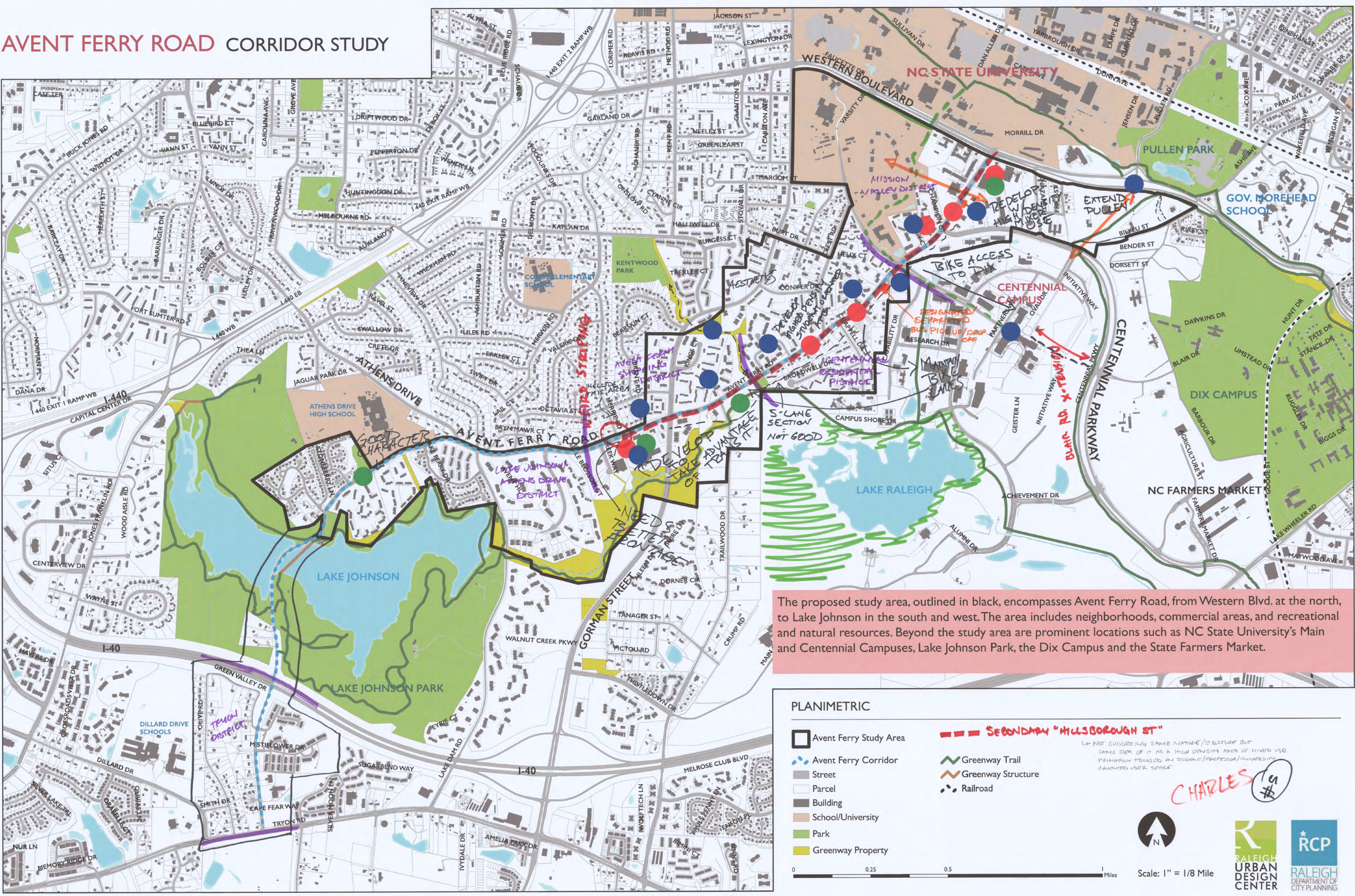


TABLE 6

ASSETS

- Pullen Park
- NCSU Campus
- Centennial Campus
- Dix Campus/Park
- Avent Ferry Shopping Center
- Mission Valley Shopping Center
- Kentwood Park
- Athens Dr. High School
- Lake Johnson/Lake Raleigh
- Landscaped and green streetscape west of Gorman St.

ISSUES

- Too much surface parking
- Intersection at Western Boulevard needs redesign
- Gaps in Greenway network
- Sudden stops at Lake Dam Rd.
- Left turns difficult west of Athens Dr.
- Poor sight lines west of Athens Dr.
- Lake Johnson bridge needs resurfacing

OPPORTUNITIES

- Mid-block crossings on Centennial Pkwy
- Dan Allen Dr. bicke/ped connection from Western Blvd. to Avent Ferry Rd.
- Varsity Dr. on-street parking disrupts cyclists
- Extend Greenway connection to Kentwood Park
- Extend Greenway to Jaguar Park Dr.
- Enhance connection to Maywood Ave.

STUDY AREA BOUNDARY

- Extend boundary to Tryon Rd.
- Extend boundary to include Centennial Campus (to address connections to Centennial/SpringHill/Dix)

HOUSING ON AVENT FERRY ROAD



TABLE 6 MAP

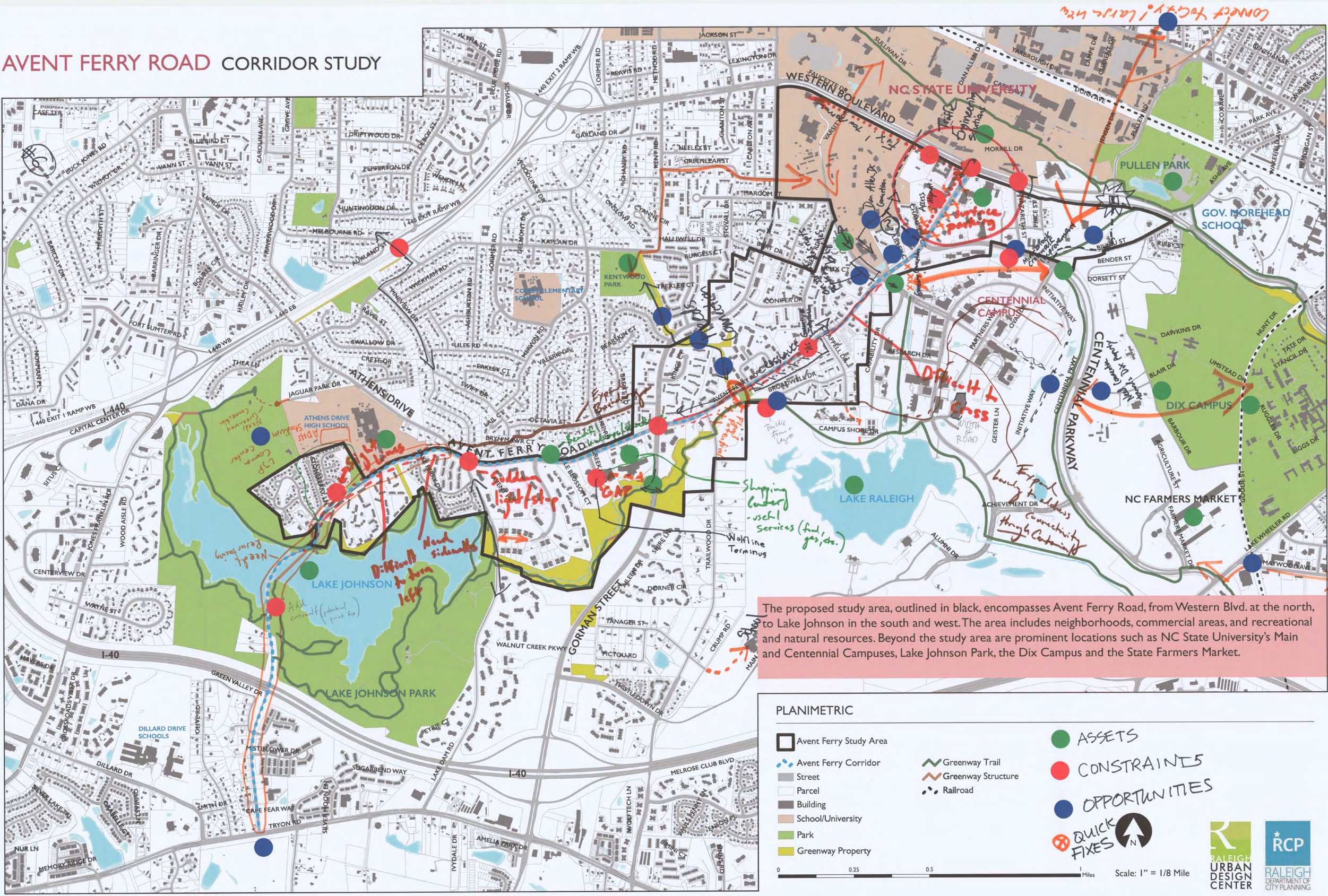


TABLE 7

ASSETS

- Transit Access
- Mission Valley Shopping Center
- Diversity
- Greenway
- Avent Ferry Shopping Center
- Lake Johnson
- Athens Dr. High School

ISSUES

- Greenway at Pullen Rd. can be unsafe
- Flooding west of Brigadoon Dr.
- Stormwater drainage to Lake Raleigh
- Dangerous pedestrian crossings
- Poor sight-lines at Oaks Dr.
- Athens Dr. intersection is unsafe
- Lack of parking at Lake Johnson Park
- Lack of pedestrian connections to area south of Lake Johnson

OPPORTUNITIES

- Widen sidewalks
- Install and improve crosswalks
- Install signalized crosswalks where Greenway intersects roadway
- Consider impacts of shifting traffic to Trailwood Dr.
- Redevelop Avent Ferry Shopping Center
- Extend Blair St. to econnect to Spring Hill/Dix

STUDY AREA BOUNDARY

- Extend to Tryon Rd. and include adjacent neighborhoods
- Extend to include neighborhoods north of Avent Ferry between Gorman St. and Athens Dr.



MISSION VALLEY SHOPPING CENTER



TABLE 7 MAP

